

**REMARKS/ARGUMENTS**

Claims 25 and 26 are pending to the present application. Claim 27 is presently cancelled, claims 1-18 were previously cancelled, claims 19-24 and 28-38 were previously withdrawn, and claims 25 and 26 have been amended. No new claims have been added. Accordingly, claims 25-27 are currently under consideration. Amendment, cancellation, and withdrawal of certain claims is not to be construed as dedication to the public of any of the subject matter of the previously presented.

Further, Applicants respectfully disagree with the grounds for rejection raised by the Examiner, but in an effort to advance allowance, have amended the above referenced claims to overcome the Examiner's rejection. Applicants reserve the right to pursue any cancelled claim and any amended claim in its original form in a continuation application.

**Claim Rejection Under 35 U.S.C. § 102**

Claims 25 and 26 are rejected under 35 U.S.C. §102(b) as being anticipated by U.S. 5,717,923 to Dedrick ("Dedrick").

With respect to amended claims 25 and 36, Applicants submit that Dedrick does not disclose or suggest, *inter alia*, the following element set forth in newly amended claims 25 and 26: "pushing, by the member, individually selected data elements associated with the member to other respective users; and allowing the other respective users to transmit information to the member based on the individually selected data elements." Specifically, Dedrick does not teach the selection of individual data elements *by a member* to be pushed to other respective users, including advertisers and/or vendors. Further, Dedrick does not teach that the other users, namely advertisers and/or vendors, transmit information to the member based on the *individually selected data elements*. Dedrick teaches away from the use of individually selected data elements by a member: "Furthermore, it would be beneficial to provide a system which customizes electronic information to individual end users *without specific direction from the users*." Col. 1, lines 59-61 (emphasis

added). For at least these reasons, the Applicants respectfully request allowance of claims 25 and 26.

### CONCLUSION

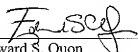
As previously stated, Applicants respectfully disagree with the grounds for rejection but in an effort to advance allowance, have amended the above referenced claims to overcome the Examiner's rejection. Applicants reserve the right to pursue any cancelled claim and any amended claim in its original form in a continuation application.

Accordingly, on the basis of the above amendments and remarks, reconsideration and allowance of all the pending claims is believed to be warranted, and such action is respectfully requested. If it is determined that a telephone conference would expedite the prosecution of this application, the Examiner is invited to telephone the undersigned at the number given below.

In the event the U.S. Patent and Trademark office determines that an extension and/or other relief is required, applicant petitions for any required relief including extensions of time and authorizes the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to Deposit Account No. 50-1847 referencing docket no. 211180370602. However, the Commissioner is not authorized to charge the cost of the issue fee to the Deposit Account.

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Respectfully submitted,

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